

Regional Stewardship Program Manager Recruitment

exempt from civil service

Salary: \$6,800-\$8,000, DOQ, plus benefits

Location: Olympia/Tacoma, WA

Closes: March 8, 2010, 5pm

The Puget Sound Partnership is seeking a qualified candidate for the position of Regional Stewardship Program Manager. This position reports to the Deputy Director of the Puget Sound Partnership and supervises outreach staff engaged in Action Agenda implementation.

AGENCY PROFILE

The Puget Sound Partnership was established as a state agency by the 2007 Legislature and the Governor to develop and implement an aggressive action agenda for restoring the health of Puget Sound by 2020. The Partnership is a dynamic organization charged with taking a collaborative and accountable approach to accomplishing its mission. It relies on the contributions of a variety of entities, including state, local, federal and tribal governments, community and environmental organizations, businesses, watershed and salmon recovery groups. To achieve its mission the Partnership must successfully engage the public in Puget Sound restoration efforts. The Partnership's work will require creativity, innovation and a wide variety of tools and approaches to engage individuals and groups throughout the region in the stewardship and recovery of Puget Sound. More information on the Partnership is available at our web site: www.psp.wa.gov.

POSITION OVERVIEW AND GOALS

This position will manage strategic, regional, citizen-based stewardship initiatives in fulfillment of the Action Agenda. Implementation actions are built around a coordinated social marketing framework. This position directs all of the Action Agenda social strategy work (Action Agenda section E.4) of the Partnership, including coalition management, centralized and decentralized programs, incorporation of social science and market research, best management practice identification, audience and issue segmentation, social media, regional campaign(s), localization strategies, stakeholder networks, support tools, and program evaluation.

This position leads the outreach team, & a regional coalition, as well as the grant programs and contracts to support this work. The position is responsible for developing, implementing and evaluating appropriate and effective stewardship strategies, messages, and materials to advance broad-scale, citizen-based recovery efforts. This position is also responsible for leveraging appropriate external programs and resources in support of Action Agenda implementation.

PRINCIPAL RESPONSIBILITIES

Major responsibilities include:

- Develop and manage an overall strategic plan for regional engagement and stewardship, which incorporates appropriate social science principles; lead the implementation of section E.4 of the Action Agenda.
- Build and manage a regional coalition for effective implementation.
- Increase capacity and effectiveness of networked programs, empower and support partners; advance and localize common practices and messages.

- Develop and oversee design, production and operation of outreach and stewardship tools and strategies, including regional campaign(s), implementer toolkits, incentives and applied technology to ensure high quality vehicles for communications and social applications.
- Procure external resources, including grants and strategic partnerships, to support and augment this work.
- Work with the Leadership Council, Executive Director, Management Team and key partners to integrate this work with other elements of Action Agenda implementation and agency communications.
- Manage education/outreach staff.
- Work effectively with a range of PSP staff, stakeholders, partners, networks, practitioners; leverage and advance effective, coordinated strategies.
- Oversee grants and contracts; administer grant-funded programs.
- Evaluate programs for effectiveness and outcomes; conduct appropriate reporting activities.

DIVISION OF RESPONSIBILITIES

- Regional Coalition Management (20%)
- Outreach and Stewardship Programs (30%)
- Management and Supervision (20%)
- Resource/Partner Leveraging (20%)
- Evaluation/ Performance Management (10%)

KNOWLEDGE, SKILLS and ABILITIES

Successful candidates will have demonstrated knowledge, skills, and abilities in the following areas:

- Developing strategic and innovative approaches to communications and education.
- Experience developing and managing programs of a regional scale.
- Management of social marketing programs, and their application to environmental issues.
- Familiarity with social sciences, and incorporation of social science tenets in successful social strategies applicable for Action Agenda implementation.
- Developing, applying and interpreting consumer market research, including issue and audience segmentation, message and media development, and evaluation.
- Developing and managing effective, high quality tools and strategies including media campaigns (television, radio, news), publications, technology, communication networks; integrating media strategies with agency initiatives and activities.
- Resource leveraging, including grant procurement and corporate sponsorship.
- Staff supervision and team leadership.
- Program/project administration, including financial management, coordination, delegation, contract management, and meeting commitments and deadlines.
- Outcome-based program evaluation strategies and techniques.
- Coalition building and management; facilitation of local and regional networks.
- Communicating orally and in writing at a high level; editing; framing/persuasive communications.
- Exercising diplomacy and sensitivity when working with individuals and organizations.
- Curiosity and ability to identify new strategies, track trends and apply emerging tools in communications and outreach.
- Leading staff and contractors to produce quality, persuasive media, electronic and print communications.
- Ability to think creatively and successfully implement communication strategies to achieve desired outcomes.

DESIRABLE EDUCATION AND EXPERIENCE

Bachelors degree in Communications, Education, Journalism, Public Relations, Marketing, Environmental Studies, Social Science or related field.

A minimum of eight years of professional experience in communications, journalism, education, natural resource management, social science, marketing and/or public relations. At least three years experience in a supervisory capacity. At least three years of applied social marketing experience; focus on environmental programs preferred.

Substantive knowledge of the issues in which the Puget Sound Partnership is involved.

Experience with environmental outreach, educator and stewardship network(s) in the Puget Sound region is preferred.

COMPENSATION

Salary is dependent on experience, not to exceed \$96,000 annually. This position serves at the pleasure of the Executive Director. Washington State has a generous benefit package including health, dental and life insurance, retirement, and an optional deferred compensation program. You may go to www.hca.wa.gov for health benefit information and www.drs.wa.gov for retirement benefit information.

APPLICATION PROCESS

Send a letter of interest describing relevant qualifications, a detailed résumé, and names of three professional references with phone numbers. Please send the information to:

Jennifer Eberle
Puget Sound Partnership
P.O. Box 40900
Olympia, WA 98504-0900

Electronic applications are encouraged (in PDF format). Applications will be screened and only those candidates who most closely meet the desirable education, skills, knowledge, and abilities will be interviewed. E-mail to jennifer.eberle@psp.wa.gov. If you need additional information please call (360) 725-5454 or 800-54-SOUND.

Applications must be received no later than 5 p.m. March 8, 2010. This is a receipt deadline, not a postmark deadline. By submitting materials, you are indicating that all information is true and correct. The state may verify information. Any untruthful or misleading information is cause for removal from the applicant pool or dismissal if employed. PSP may hire only those who are legally authorized to work in the United States.

The Puget Sound Partnership is an Equal Opportunity Employer. Persons of disability needing assistance in the application process, or those needing this job announcement in an alternative format may call (800) 833-6388.